

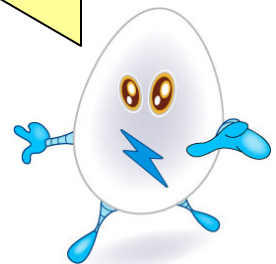
Increasing School Breakfast Participation Suggestions

At the ANC 2008 NSBW Education Session, attendees each submitted an idea on how to increase participation in the school breakfast program. There were over 150 great tips and suggestions and the highlights are listed below:

Breakfast in the Classroom

- Introduce breakfast in the classroom (9)
- Provide teachers with a free breakfast if they participate in breakfast in the classroom
- Ensure your state/ district allows 'breakfast in the classroom' with a teacher present to count as instructional time
- Pay principals (custodian stipends) to allow kids to eat in the classroom
- Have a prize drawing for a home room class to win breakfast in the classroom. Take photos of the event and post on school/district website
- Encourage schools to switch to breakfast in the classroom
- Present the benefits of breakfast in the classroom to teachers and admin staff
- If you school is against breakfast in the classroom, serve from a cart or old concession stand. Place picnic tables around the cart

"Ensure your state/ district allows 'breakfast in the classroom' with a teacher present to count as instructional time"



Grab n' Go Breakfast

- "Grab n' Go" together with hot breakfast (6)
- Take breakfast to the kids such as a cart by the bus ramp
- Have more pre packed food items on the serving lines
- Using a cart serve breakfast in the hallways or at the bus entrance (2)
- Set up a second breakfast serving line with grab n' go breakfasts (3)
- Have more 2 Bread grab n' go items that are shelf stable
- Use grab n' go items to get students through the line more quickly



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Grab n' Go Breakfast (cont...)

- Sell breakfast outside the dining room - at the front entrance or outside the gym
- Bring pre-packaged (branded) goods to students during first period
- Breakfast on the go works particularly well for high school students
- More variety with Grab n' Go Breakfast

Incentive Prizes (non-food)

- Set an attainable growth goal over you average participation and when it reached have a crazy celebration such as kiss the pig. Participation can be announced daily over announcements to promote the event and create a buzz.
- Do a prize drawing a month for kids who participate in school breakfast (18)
- With administrative support, offer higher value prizes for high school students who eat school breakfast
- Put a sticker on the bottom of a tray plate and give a prize to the student who finds it. (Must promote event in advance) (2)

Get a list of children not eating school breakfast, and assign a regular breakfast participant to act as a buddy and help recruit them into the SBP.

- Offer prizes to students who can bring in the most first time breakfast eaters
- Door prizes from vendors in the community for kids that eat breakfast for a week/month
- Have a class participation contest with prizes for the winning class
- Advertise a surprise a day at breakfast to entice kids to come and eat
- Offer rewards to students that eat all week/month long
- For High School - Have a frequent breakfast buyers cards which enable students to enter a prize drawing once they have a certain number of stamps
- Give prizes for recruitment





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Incentive Prizes (food)

- Free extra fruit with purchase of a reimbursable breakfast
- If kids eat at breakfast everyday for a week they get a free snack coupon
- Eat breakfast and win the chance for an extra snack at lunch time
- Any student purchasing a breakfast receives a small free snack at lunch
- Free breakfast if you bring a buddy to breakfast
- If kids eat school breakfast for everyday in a chosen month, they are entered for a chance to plan a breakfast menu for a day

Student Menu Planning and Taste Testing

- Offer a variety of choices and survey your students to determine preferences (5)
- Offer new ideas to let students try new foods
- Offer samples of a new breakfast item once a month
- Select classes to sample available breakfast foods and involve teachers to get more involvement for students
- Have a student planned breakfast
- Start a breakfast club whose main role is to taste test potential new items
- Have the children involved when deciding the menu
- Taste test new breakfast items with students

NSBW and Power Up Celebration Ideas

- Use Fuel up with school breakfast using the Disney Cars movie as a theme. Each car races around the track and cars moved on the number of breakfasts served each day
- Have a Dr Seuss breakfast day (4)
- Get student groups to help lead the NSBW Promotion
- Invite local 'heroes' to breakfast such as firefighters, policeman, military personnel
- Have NSBW characters come to breakfast with small giveaways. This will also create photo opportunities
- Purchase breakfast week prizes from the Emporium and give them away with contests such as 'lucky tray' etc



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NSBW and Power Up Celebration Ideas (cont...)

- Use more themes as children love character themes. Also get students involved in naming the themes
- Have a wear your PJs to school day to promote school breakfast
- Have teachers dress up as breakfast superhero characters
- District offices should send out materials to school cafeteria to give them a head start on promotions

Invite Special Guests

- Invite parents to join the students with a personalized invitation that the students have made (use the NSBW breakfast superheroes theme)
- Have Principal serve breakfast
- Invite guest speakers or special people in the communities to breakfast
- Bring a local radio station in and have them broadcast their show during breakfast time. They bring giveaways and it's a lot of fun
- Take your local radio station free breakfast. They love free food and it help promotes the positive message of school breakfast
- Have a guest come to breakfast like the mayor or a college athlete
- Hold a 'family breakfast celebration' and invite kids and parents to eat together. Have contests and incentives on the celebration day
- Feature guest chef or special guest such as the superintendent or the high school football team
- Invite a parent or guardian to breakfast (5)

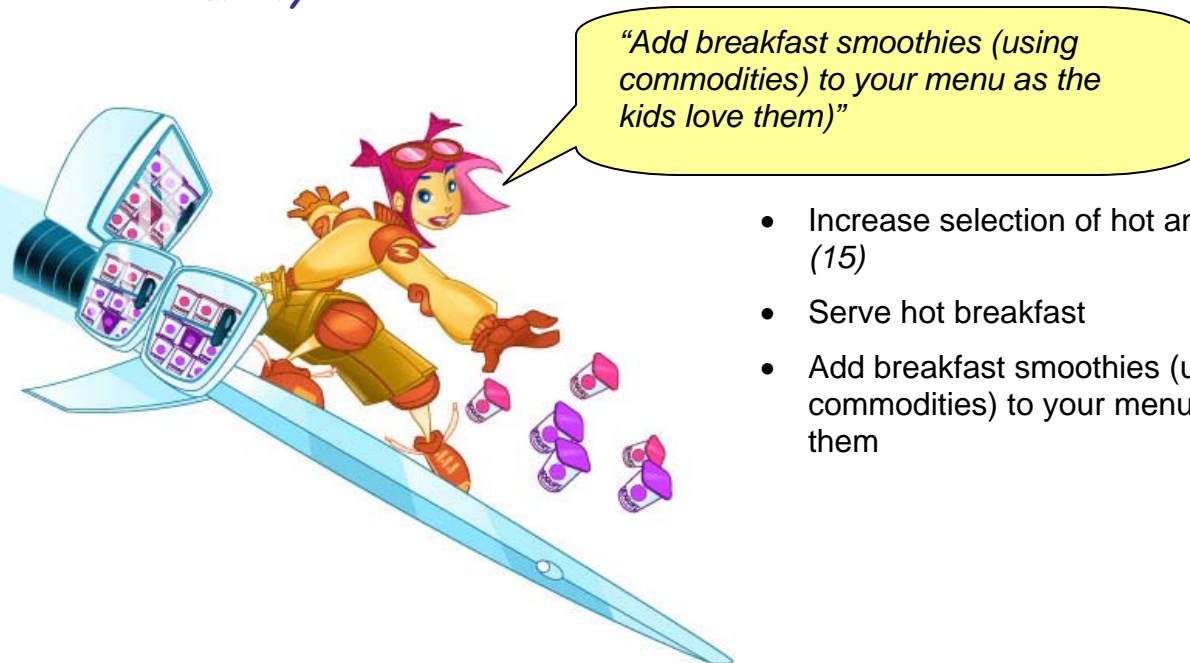
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Marketing and Promotion

- Have breakfast menu announced at morning announcements
- Work with Principals to promote school breakfast to students
- Put a stop sign at the school entrance which reads : STOP - do no enter without school breakfast
- Advertise the benefits and how much time school breakfast will save parents in the morning rush via newsletters, eblasts and signs in school parking lots
- Send menus home with students for parents to see
- Advertise school breakfast with posters and displays around the campus
- Advertise school breakfast (including menus) on the school website
- Advertise school breakfast and the benefits to parents and students
- Have your local TV or radio station broadcast from your school and invite parents to the breakfast celebration that day. Exposure and advertising goes a long way.
- Poster contest with each grade and display the results in the cafeteria
- Get teachers involved

Variety



- Increase selection of hot and cold foods (15)
- Serve hot breakfast
- Add breakfast smoothies (using commodities) to your menu as the kids love them



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g in school

Timing

- Take breakfast to the office for late students
- Bring smaller children through the line after school starts
- Have the buses arrive earlier to give more time to eat breakfast
- Start earlier
- Give students more time to eat breakfast (need support of administrators)

Branding

- Serve breakfast foods that kids identify with restaurant/ self service chains (2)
- Have breakfast specials - market like a diner

Other

- Universal School Breakfast
- Serve with a smile
- Read stories to the elementary children during breakfast
- Make it fun! (4)
- Show a video during breakfast